
PROJECT NARRATIVE

The Scottsdale Waterfront Project application will result in the establishment of an Infill Incentive District and adoption of an Infill Incentive Plan under the provisions of Arizona Revised Statutes (A.R.S. Sec.9-499.10, discussed in detail later in this Narrative). Part of the 2000 Growing Smarter Plus legislation, Infill Incentive Districts provide cities with the authority to expedite processing of applications and plans, waive municipal fees and allow amendment of development standards in areas that meet specified criteria. The criteria are meant to stimulate private investment in areas where special incentives are needed – where, for example, there is a large number of vacant or underused parcels or an absence of development and investment activity compared to other areas in the city.

Over the past years, much discussion has focused on the “decline” of Downtown Scottsdale. Investment and new development have moved north. Competition from adjoining communities for new offices, employment centers, retail uses and resorts is fierce. There are vacancies in the Downtown area and concern about declining quality and property values. It is time to take decisive steps to turn things around. Through the Infill Incentive District, the Scottsdale Waterfront Project can provide a mechanism for stimulating new investment Downtown.

III. NATURE OF THIS APPLICATION

A. **Infill Incentive District**

With this application, Scottsdale Waterfront requests approval of the following:

- (1) *Establishment of an Infill Incentive District that includes the Scottsdale Waterfront property*
- (2) *Approval of the Scottsdale Waterfront Infill Incentive Plan*

Arizona Revised Statutes § 9-449.10

INFILL INCENTIVE DISTRICTS

- A. The governing body of a city or town may designate an infill incentive district in an area in the city or town that meets at least three of the following requirements:**
1. There is a large number of vacant older or dilapidated buildings or structures.
 2. There is a large number of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes or environmentally contaminated sites.
 3. There is a large number of buildings or other places where nuisances exist or occur.
 4. There is an absence or development and investment activity compared to other areas in the city or town.
 5. There is a high occurrence of crime.
 6. There is a continuing decline in population.
- B. If the governing body establishes an infill incentive district, it shall adopt an infill incentive plan to encourage redevelopment in the district. The plan may include:**
1. Expedited zoning or rezoning procedures.
 2. Expedited processing of plans and proposals.
 3. Waivers of municipal fees for development activities as long as the waivers are not funded by other development fees.
 4. Relief from development standards.

Under provisions of the June 17, 2002 Tolling Agreement between the City of Scottsdale and Scottsdale Waterfront, L.L.C. (Scottsdale Waterfront), must be submitted for City Council hearings by October 15, 2003. In accordance with this agreement, Scottsdale Waterfront is submitting a site plan for the property as part of this application, and other materials as required by the City.

Upon acceptance of this submittal, and review by City staff, Scottsdale Waterfront will proceed with preparation of a detailed site plan and architectural design concepts, traffic studies and engineering work as required for public outreach and for hearings at Planning Commission and City Council. A study session with the Development Review Board is to be held in August, followed by hearings at Planning Commission in September and City Council by October 15. Development Review Board hearings are anticipated in November, 2003.

It is important to emphasize that this application is not a request for rezoning. Zoning on the property will not be changed. The primary project-specific planning elements to be approved per the Infill Incentive District and Tolling Agreement include the site plan and amendment of certain development standards and design guidelines, including building height. In order to respond to comments received during the first round of community outreach and to build a community consensus of support for a site plan and design approach, Scottsdale Waterfront will proceed energetically with detailed design concept drawings.

Once conceptual architectural and open space character studies are prepared, another extensive program of community outreach will be initiated. To date, we have held more than 20 presentations to City officials, community and homeowner organizations, property owners, retail business owners and interested individuals to get input and ideas about the Waterfront site. Hundreds of other meetings and conversations have been held with other Scottsdale citizens concerned about the future of Downtown.

After this submittal, additional meetings will be held, to include all groups and individuals previously contacted, the general public and additional interest groups. It is important that we work with the community to develop a project of the highest quality and character – one that responds to its unique urban desert environment and one that can be a significant catalyst for the renaissance of Downtown Scottsdale.

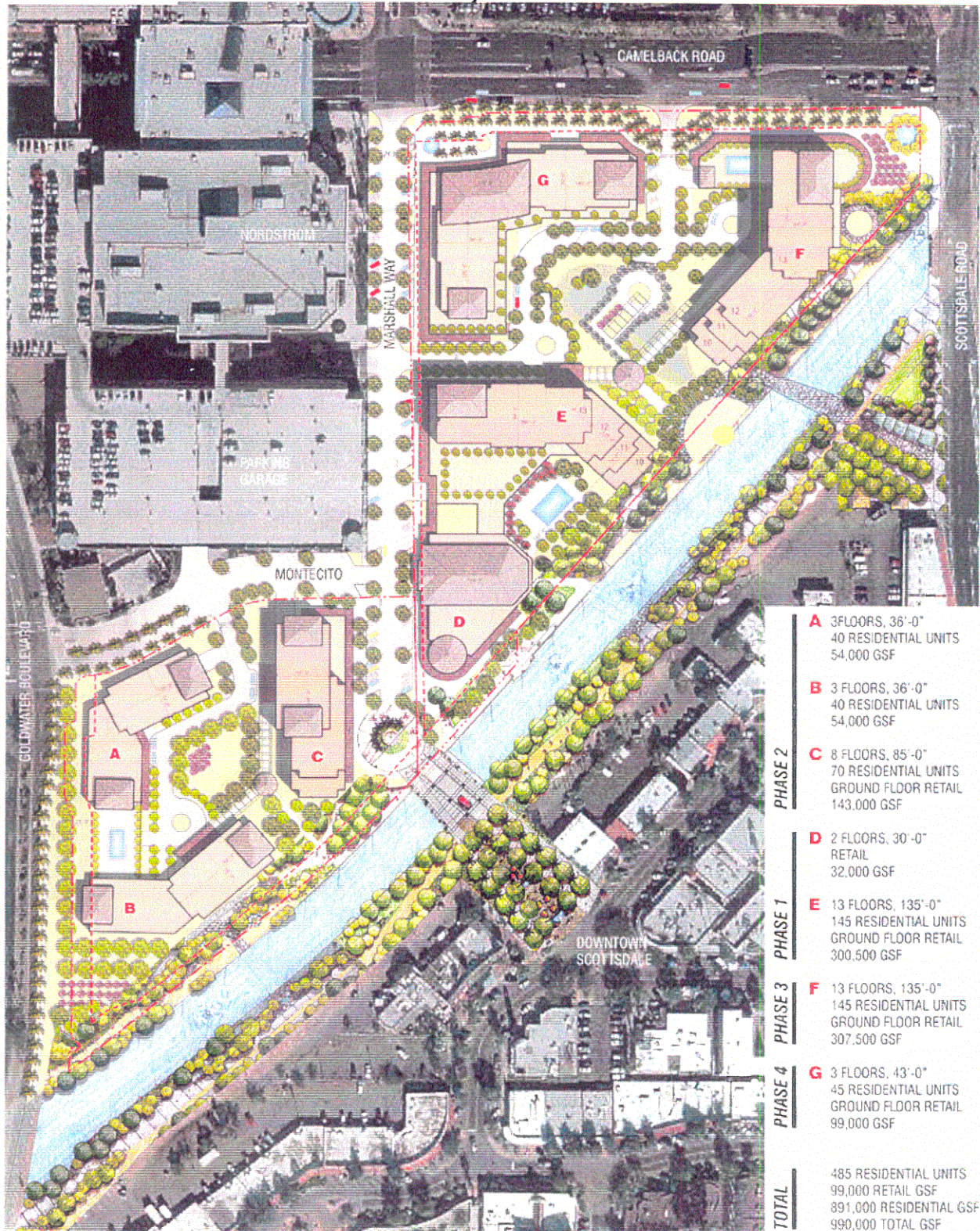
The Arizona Legislature approved the use of infill incentive districts in the 2000 *Growing Smarter Plus Act* (Arizona Revised Statutes § 9-449.10). Given concerns about growth occurring at the edges of large metropolitan areas in the state and the accompanying challenges to attracting new development to central cities, the Legislature agreed that a city or town should have the ability to create infill incentive districts under specified circumstances. Rather than expanding the use of tax increment financing, the Legislature and stakeholder groups preferred the infill incentive approach.

When examining the larger area in which the Waterfront Property is located, it is clear that more than three of the statutory requirements are satisfied, thus making the Property eligible for infill incentive district status. With use of the infill incentive district and its accompanying plan, the City may provide relief from development standards, such as those proposed in this Narrative. These relieved standards are applicable only to property within the Incentive Infill District and will not be applicable to other downtown development. The Infill Incentive District Plan allows the City to set boundaries and tailor approvals that it believes are appropriate for the Scottsdale Waterfront Project.

The infill incentive district is the right tool to address development of the Scottsdale Waterfront property. The City is interested in encouraging use of the property, which was first underutilized and then vacant for many years. Development of the north side of the Arizona Canal will help foster renewal of the south bank with the City's proposed canal improvements serving as the virtual and actual bridge between these two sections of downtown.

C. Site Plan Description

SCOTTSDALE WATERFRONT, L.L.C. SITE PLAN



SCB

SITE PLAN
Scottsdale Waterfront

06.02.03

0' 50' 100'